

BUSA130
Online Quiz Ch5

By : Hana R. Hirzallah

2/2

* ?What type of analysis focuses on external factors

organizational analysis

environmental analysis

governmental analysis

functional analysis

2/2

* ?Which of the following is NOT considered an organizational strength

loyal work force

technical expertise

changing consumer tastes

Optstrong market position

2/2 Steve motivates employees by rewarding them with additional vacation when standards are achieved. This is an example of which function in the * ?management process

organizing

leading

planning

marketing

2/2 An accountant's ability to review a company's records is an example of what * ?type of skills

human relations skills

conceptual skills

technical skills

motor skills

Option 5

2/2 Which aspect of the management process involves determining what the
* ?organization needs to do and how best to get it done

processing

controlling

organizing

planning

2/2 What type of skills requires defining problems and selecting the best course
* ?of action to take

decision-making skills

technical skills

production skills

human relations skills

conceptual skills

2/2 If Kodak sets out to increase its share of the 35-mm film market by 10 percent
* ?during the next eight years, what kind of goal is the organization setting

- a long-term goal
- a short-term goal
- a tactical goal
- an intermediate goal

2/2 Which description identifies the controlling function of the management
* ?process

- scanning the business environment for threats and opportunities
- determining how to arrange a firm's resources into a coherent structure
- guiding and motivating employees to meet organizational objectives
- monitoring a firm's performance to ensure that it is meeting its goals

2/2 The marketing manager wants to increase regional sales by 2 percent each
* ?quarter over the next year. This is an example of what kind of goal

strategic

intermediate

Option long-term

short-term

2/2 Which variable of SWOT analysis identifies changing consumer tastes,
* ?increased competition , and new government regulations

Option 5

internal factors

threats

opportunities

strategies